

CLAIMS

What is claimed is:

- 1           1.     A method for simulating the distribution of a promotion comprising  
2     the steps of:  
3           accessing target subscriber information for the promotion;  
4           selecting one or more subscribers to receive the promotion based on the target  
5     subscriber information and subscriber information associated with each subscriber;  
6           calculating one or more statistics regarding the selected subscribers; and  
7           providing the one or more statistics to a user.
- 1           2.     The method as recited in claim 1 wherein the target subscriber  
2     information comprises one or more target preference categories and a target interest  
3     level associated with each target preference category.
- 1           3.     The method as recited in claim 1 wherein the subscriber information  
2     comprises one or more preference categories and a subscriber interest level associated  
3     with each preference category.
- 1           4.     The method as recited in claim 1 wherein the target subscriber  
2     information comprises target non-sensitive demographic information.

1           5.     The method as recited in claim 1 wherein the subscriber information  
2 comprises non-sensitive demographic information about the subscriber.

1           6.     The method as recited in claim 1 further comprising the step of  
2 estimating a success rate for the promotion based on historical data and the one or  
3 more statistics.

1           7.     The method as recited in claim 1 wherein the step of selecting one or  
2 more subscribers comprising the steps of:

3                 retrieving the subscriber information for the subscriber; and

4                 selecting the subscriber when a comparison of the target subscriber  
5 information to the subscriber information for the subscriber satisfies one or more  
6 rules.

1           8.     The method as recited in claim 1 further comprising the step of  
2 modifying the target subscriber information based on the one or more statistics.

1           9.     A computer program embodied on a computer readable medium for  
2     simulating the distribution of a promotion comprising:

3           a code segment for accessing target subscriber information for the promotion;

4           a code segment for selecting one or more subscribers to receive the promotion  
5     based on the target subscriber information and subscriber information associated with  
6     each subscriber;

7           a code segment for calculating one or more statistics regarding the selected  
8     subscribers; and

9           a code segment for providing the one or more statistics to a user.

1           10.    The computer program as recited in claim 9 wherein the target  
2     subscriber information comprises one or more target preference categories and a  
3     target interest level associated with each target preference category.

1           11.    The computer program as recited in claim 9 wherein the subscriber  
2     information comprises one or more preference categories and a subscriber interest  
3     level associated with each preference category.

1           12.    The computer program as recited in claim 9 wherein the target  
2     subscriber information comprises target non-sensitive demographic information.

1           13.    The computer program as recited in claim 9 wherein the subscriber  
2     information comprises non-sensitive demographic information about the subscriber.

1           14.     The computer program as recited in claim 9 further comprising a code  
2     segment for estimating a success rate for the promotion based on historical data and  
3     the one or more statistics.

1           15.     The computer program as recited in claim 9 wherein the code segment  
2     for selecting one or more subscribers comprises:

3           a code segment for retrieving the subscriber information for the subscriber;  
4     and

5           a code segment for selecting the subscriber when a comparison of the target  
6     subscriber information to the subscriber information for the subscriber satisfies one or  
7     more rules.

8           16.     The computer program as recited in claim 9 further comprising a code  
9     segment for modifying the target subscriber information based on the one or more  
10    statistics.

1           17.     A system for simulating the distribution of a promotion comprising:  
2           a subscriber selector that selects one or more subscribers to receive the  
3     promotion based on target subscriber information associated with the promotion and  
4     subscriber information associated with each subscriber, calculating one or more  
5     statistics regarding the selected subscribers and providing the one or more statistics to  
6     a user;  
7           a first database communicably connected to the subscriber selector, the first  
8     database storing the target subscriber information; and  
9           a second database communicably connected to the subscriber selector, the  
10    second database storing the subscriber information.

1           18.    The system as recited in claim 17 wherein the target subscriber  
2     information comprises one or more target preference categories and a target interest  
3     level associated with each target preference category.

1           19.    The system as recited in claim 17 wherein the subscriber information  
2     comprises one or more preference categories and a subscriber interest level associated  
3     with each preference category.

1           20.    The system as recited in claim 17 wherein the target subscriber  
2     information comprises target non-sensitive demographic information.

1           21.    The system as recited in claim 17 wherein the subscriber information  
2   comprises non-sensitive demographic information about the subscriber.

1           22.    The system as recited in claim 17 wherein the subscriber selector  
2   receives a request to simulate distribution of the promotion and retrieves the  
3   promotion and the target subscriber information.

1           23.    The system as recited in claim 17 wherein the subscriber selector  
2   retrieves the subscriber information for the subscriber and selects the subscriber when  
3   a comparison of the target subscriber information to the subscriber information for the  
4   subscriber satisfies one or more rules.